


Organ & Tissue Donation:

A Plan for All Nevadans


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Putting Assembly Bill 497 Into Action

Co-Chairs:

Assemblywoman Dawn Gibbons

Former Attorney General Frankie Sue Del Papa



Mission Statement

To better educate and inform potential organ and tissue donors about the extraordinary need for organ donation, and how they can give "The Gift of Life." To create a cooperative and proactive coalition among donation organizations, health care professionals and members of the community that will serve to enhance the lives of those in need of organ and tissue donation and their families.

March, 2004

Members of the Organ and Tissue Donation Task Force

Founding Chairs:

Former Attorney General Frankie Sue Del Papa

Assemblywoman Dawn Gibbons

Members:

Frankie Sue Del Papa

Assemblywoman Dawn Gibbons

Lisa Black, Nevada Nurses Association

Stephanie DeBoor, Washoe Medical Center

Beth Fisher, KVBC, Channel 3, Las Vegas

Fronapfel, Tom, Department of Motor Vehicles (Ex-Officio Member)

Elisa Giglio-Siudzinski, St. Mary's Regional Medical Center

Larry Matheis, Nevada State Medical Association

Pat Niles, Nevada Donor Network

Michael Pennington, Reno-Sparks Chamber of Commerce

Janice Pine, Saint Mary's Health Network

Debbie Pinjuv, The Transplant Network

Ken Richardson, Nevada Donor Network

Anne Sagel, Nevada Donor Network

Cassandra Smith, Sierra Eye & Tissue Donor Network

Claudia Swift, Sunrise Hospital Medical Center

Fina Wardle, University Medical Center

Friends of Task Force:

Attorney General Brian Sandoval

Senator Raymond Rawson

Senator Valerie Wiener

Assemblyman John Ocegüera

Maureen Brower, Governor Guinn's Office-LV

Christie Callon, Northern Nevada Medical Center

Jennifer Carvalho, Attorney General's Office

Danita Cohen, KOLO-TV

Dianne Cornwall, Washoe Medical Center

Antonia Cowen, Office of the Attorney General

Steve George, Secretary of State's Office
Mylan Hawkins, Nevada Diabetes Association
Timothy Hay, Consumer Advocate
Jack Kim, Sierra Health Services
Erik Lauritzen, Artist and Kidney Transplant Candidate
Keith Macdonald, Nevada State Pharmacy Board
Woody Marshall, Intermountain Donor Services
Deena McKenzie, Carson-Tahoe Hospital
Alice McKinney, Donor Quilt
John Michela, Deputy Attorney General, Legal Advisor to Task Force
Mitch Nowicki, REMSA
Peggy Pound, AMEC
Virginia Reese, California Transplant Donor Network
Heidi Smith, Liver Transplant Candidate
Rev. Richard Smith, St. Rose Dominican Hospital
Marie Soldo, Sierra Health Network
Noel Tiano, Nevada Center for Ethics and Health Policy
Bill Welch, Nevada Hospital Association
Judy Wright, Nevada State Health Division
Cynthia Wyett, Washoe County District Attorney's Office

Administrative Support for Task Force:

Danelle Snodgrass, Attorney General's Office - Bureau of Consumer Protection
John Michela, Deputy Attorney General, DMV – Legal Advisor to Task Force
Marilyn Skibinski, Attorney General's Office - Bureau of Consumer Protection
Tom Sargent, Public Information Officer, Office of Attorney General

Protocols

The Chairs are responsible for: serving as spokespersons for the Task Force; organizing Task Force meetings; implementing the goals, vision, and mission statements of the Members of the Task Force; coordinating various outreach programs with affected parties; providing recommendations to the Legislature; appointing members to serve as Members or Friends of the Task Force, including subcommittees and ad hoc committees; and are voting members of the Task Force.

Members of the Task Force are appointed by and shall serve at the pleasure of the Chairs to implement any and all necessary actions and programs outlined in the Task Force Action Plan. The Members of the Task Force are comprised of representatives from various health care organizations and from the public. The Members will assist in fulfilling the goals, vision and mission statement of the Task Force. The Members are voting members of the Task Force. When a Member cannot attend a Task Force meeting they should appoint a proxy to attend on their behalf and that proxy should

be thoroughly briefed on the issues and matters that will be discussed and voted on at that meeting.

The Friends of the Task Force are appointed by and shall serve at the pleasure of the Chairs. The Friends of the Task Force represent various health organizations and constituency groups that provide recommendations to the Members for consideration regarding the direction of the goals, vision and mission of the Task Force. The Friends of the Task Force are non-voting members of the Task Force.

Administrative Staff members assist in implementing Task Force meetings and all necessary requirements to further the goals, mission and vision of the Task Force. Administrative Staff are non-voting members of the Task Force.

The Task Force shall meet on a quarterly basis unless important matters come up that require the attention of the Task Force.

Approval of Expenses for the Task Force: Expenditures for the Task Force over \$1,000 must be approved by the Task Force Members at the quarterly meetings. In between meetings if an opportunity presents itself and the expenditure is under \$1,000, approval can be obtained by either of the Chairs and Ken Richardson from the South. Pat Niles shall serve as back-up for Mr. Richardson. Routine ordering of brochures, pins, and other educational materials can be done by the administrative staff without prior approval of the Task Force Members.

RESOURCE ORGANIZATIONS

Coalition on Donation
700 N. 4th Street
Richmond, VA 23219
(804) 782-4920
www.donatelife.net

United Network for Organ Sharing
POB 13770
Richmond, VA 23225-8770
(804) 330-8503
www.unos.org

Sierra Eye & Tissue Donor Services
1130 Ryland Street
Reno, NV 89502
(775) 323-1566
www.dcmds.org

UMC Transplant Services
1800 W. Charleston
Las Vegas, NV 89102
(702) 383-2224
www.umc-cares.org

The Assn. of Organ Procurement Organization
1364 Beverly Rd., Ste 100
McLean, VA 22101
(703) 556-4242
www.aopo.org

Washoe Medical Center
75 Pringle Way
Reno, NV 89502
(775) 982-4511
www.washoehealth.com

The Transplant Network
1130 Ryland
Reno, NV 89502
(775) 324-4501
www.thetransplantnetwork.com

California Transplant Donor Network
1611 Telegraph Ave., Ste. 600
Oakland, CA 94612
1-800-553-6667
www.ctds.org

Nevada Donor Network, Inc.
2085 E. Sahara Ave.
Las Vegas, NV 89104
(702) 796-9600
www.nvdonor.org

Sunrise Hospital & Medical Center
3186 Maryland Parkway
Las Vegas, NV 89109
(702) 731-8659
www.sunrise.com

INTRODUCTION

In recent years, the United States has experienced a tremendous increase in the demand for organ and tissue donations. While the need for organ and tissue donations has grown astronomically, the number of donors has not. The shortage of donations has reached unprecedented levels. According to UNOS (United Network for Organ Sharing), more than 85,000 people nationally are currently waiting for an organ or tissue transplant; every 14 minutes a new name will be added to the list; and every day 12 people die in the United States because they failed to receive a transplant in time.

One donor can help the lives of 100 people through organ and tissue donations, i.e.; heart, kidney, lung, pancreas, middle ear, cornea, small intestines, tendons, cartilage, eyes, bones and bone marrow. Some of these donations can be made by the living, while others can obviously only be made by someone who has passed away.

Now, more than ever, it is imperative that we as Nevadans and as a society recognize the importance of organ and tissue donation. The Task Force seeks to encourage all Nevadans to pledge the gift of life by becoming an organ and tissue donor.

During the 2001 Legislative session, the Attorney General testified in support of Assembly Bill 497, which was sponsored by Assemblywoman Dawn Gibbons and Senator Ray Rawson and several of their colleagues. Assembly Bill 497 requires the Department of Motor Vehicles to work in conjunction with the Attorney General's Bureau of Consumer Protection to create and maintain an accurate list of individuals who have pledged to be organ donors. This will allow candidates to receive their transplants in a shorter amount of time, ease the burden of family members, and provide support to transplant services.

The Task Force hopes to accomplish the following goals:

- To commence an aggressive, proactive campaign to educate and inform the public about the need for organ and tissue donation
- To work with a contracted organization and the Nevada DMV Offices to maintain the state organ donor registry
- To implement a donor education program for Nevada schools, especially in driver's education classes
- To partner with the Nevada DMV Offices throughout the state to display reader boards, posters and other methods to promote organ donor awareness
- To promote the Nevada organ donor license plates
- To increase the awareness of health care professionals about the critical role they play in the organ donation process
- To promote collaboration and communication among local organizations, thereby creating a solid foundation of grass-roots support for organ donation
- To work with federal, state and local government agencies and other interested parties to form and implement policy initiatives that will assist in meeting these goals

To accomplish these goals, we must first begin by better educating the public about the tremendous need for organ and tissue donation. The Task Force will work in conjunction with various media outlets to help accomplish this goal. Public Service Announcements can be an invaluable tool in this process, as well as brochures, media presentations and news releases.

The Task Force will also focus on better educating health care professionals about the critical role they play in organ and tissue donation. It is essential that health professionals who provide support or primary care to critically injured individuals and others become an important player in the process of providing information to family members about the benefits of organ and tissue donation.

The Task Force must also work to strengthen grass roots efforts through partnerships with the Nevada League of Cities, Nevada Association of Counties and additional organizations that can assist in educating the public at the local level, as well as with helping to distribute information to Nevada's rural communities.

TASK FORCE ACCOMPLISHMENTS

- Confirmed anchor organization for the Task Force
- Drafted a mission statement
- Conducted initial Task Force planning meeting in the North and South
- Solicited co-sponsoring organizations
- Drafted an Action Plan
- Created a brochure for dissemination at DMV and distribution to public
- Ordered Spanish version of organ donor brochure, personalized with task force contact information

- Ordered African-American version of organ donor brochure, personalized with task force contact information
- Created a multi-use, generic article that can be sent to various organizations throughout the state.
- Reached a tentative contract agreement with the Nevada Broadcasters Association for the taping and airing of a specially designed Public Service Announcements in regards to organ and tissue donation.
- Developed DMV donor awareness educational series for employees
- DMV has all procedures in place to implement AB 497
- DMV has established protocols and procedures to work with a contracted donor registry.
- DMV has established protocols with the Attorney General's Bureau of Consumer Protection regarding transfer of funds
- Organ Donor license plate has been created and is available to the public
- Information on organ donation has been disseminated to many health-related boards and commissions and other members of the health community and ongoing efforts will continue
- Speaker's Bureau Training Manual has been created and printed for distribution to service organizations, attorneys, churches and others who want to be involved in this educational program
- The Task Force has developed a budget to accomplish our goals efficiently and effectively for funding the printing of brochures and other educational materials.
- The Task Force conducted a Special Summit on Organ Donor Registry Issues to discuss the future of the organ donation registry system for Nevada.
- The Nevada DMV and the Task Force are working together on a project that sends out flyers, created by the Task Force containing information about organ and tissue donation and the organ donor license plates, which

accompanies the vehicle registration renewal notices that are sent out to thousands of Nevadans every month.

SHORT RANGE GOALS

- Continue to work with a contracted organization and the Nevada DMV to maintain the donor registry.
- Continue our concerted effort to inform all health-related boards and commissions and other members of the health community.
- Continue to acquire statistics from DMV (ex. age categories, location of people agreeing to be donors), organ procurement agencies (ex. number of donors per month) and UNOS (ex. number of transplant candidates waiting for organs in Las Vegas, Reno, etc.). These statistics will help the task force monitor our successes and weaknesses throughout the state.

LONG RANGE GOALS

- Commitment to enhance medical education throughout the state in regards to organ and tissue donation.
- Work toward re-establishing heart and liver transplant centers in Nevada.
- Improve Medicaid program/funding for transplant surgeries.
- Establish priorities for future legislative action.

MEDIA/PUBLIC OUTREACH

- Organ and Tissue Donation Action Plan (Spanish version, too) will be continually updated, with latest version available to media.

- Brochure (in English and Spanish) has been developed and is currently in use by DMV, at health fairs, at speaking engagements, and through partner organizations to spread the word.
- Generic article highlighting AB 497 and organ donation has been sent to various groups, organizations and media outlets.
- Editorial article has been sent to all newspaper outlets.
- PBS television stations have been contacted in the north and south to develop possible programming relating to organ and tissue donation.
- Hispanic media and organizations have been enlisted for their support.
- Various radio stations that air talk shows have been contacted for various organ donor events.
- Nevada Broadcaster's Association has been contacted regarding airing of Public Service Announcements across the state.
- Contact Cox Cable in Las Vegas and AT&T in Reno regarding taping and airing of Public Service Announcements.
- Website for Task Force has been set up with appropriate links to other local and national groups.

SPEAKERS BUREAU

Debbie Pinjuv of The Transplant Network has agreed to take on the responsibilities of creating and maintaining a Speakers Bureau. One of the main focuses of the Speakers Bureau will be keeping the Department of Motor Vehicle office clerks educated throughout Nevada about the process of organ and tissue donation. Information about AB 497 and how it affects DMV is also part of this training. The brochures the task force has developed will be available at each of the offices.

Members of the Speakers Bureau will also address various groups, including schools, service organizations, businesses, etc., to help educate the community about organ donation.

LEGISLATIVE COMPONENT

Assemblywoman Gibbons will be working with the Nevada State Legislature and has agreed to sponsor a bill draft request prior to the 2003 legislative session for enhancement and remedial purposes regarding AB 497, including provisions regarding the Organ and Tissue Donor Task Force. She has also recruited additional state legislators who have agreed to help carry the torch during future legislative sessions.

Deputy Attorney General John Michela will work with Assemblywoman Gibbons in drafting appropriate language for any bill draft requests.

The Task Force will seek recommendations from members and others regarding said language.

IMPORTANT DATES

- February 14, 2004: National Donor Day
- February 14, 2004: Third Year Anniversary of Nevada Organ Donor License Plate issued by DMV
- February 14, 2004: Saturn National Donor Day
- March 31, 2004: Second Annual UNLV Student Film Contest Deadline
- April, 2004: National Organ & Tissue Donation Awareness Month
- April 17, 2004: National Organ & Tissue Donation Awareness Month Poster Contest Awards Ceremony: Governor's Mansion
- April 26, 2004: Las Vegas 2nd Annual Poster Contest Winner Announced
- July 27 – August 1, 2004: U.S. Transplant Games
- August 1, 2004: National Minority Donor Awareness Day

- November 12-14, 2004: National Donor Sabbath
- November 25, 2004: National Give Thanks, Give Life Day

MEDIA

Media inquiries can be directed to the Attorney General's Public Information Officer:

Tom Sargent
Office of Attorney General
100 North Carson Street
Carson City, NV 89701
(775) 684-1114/Fax: 684-1108